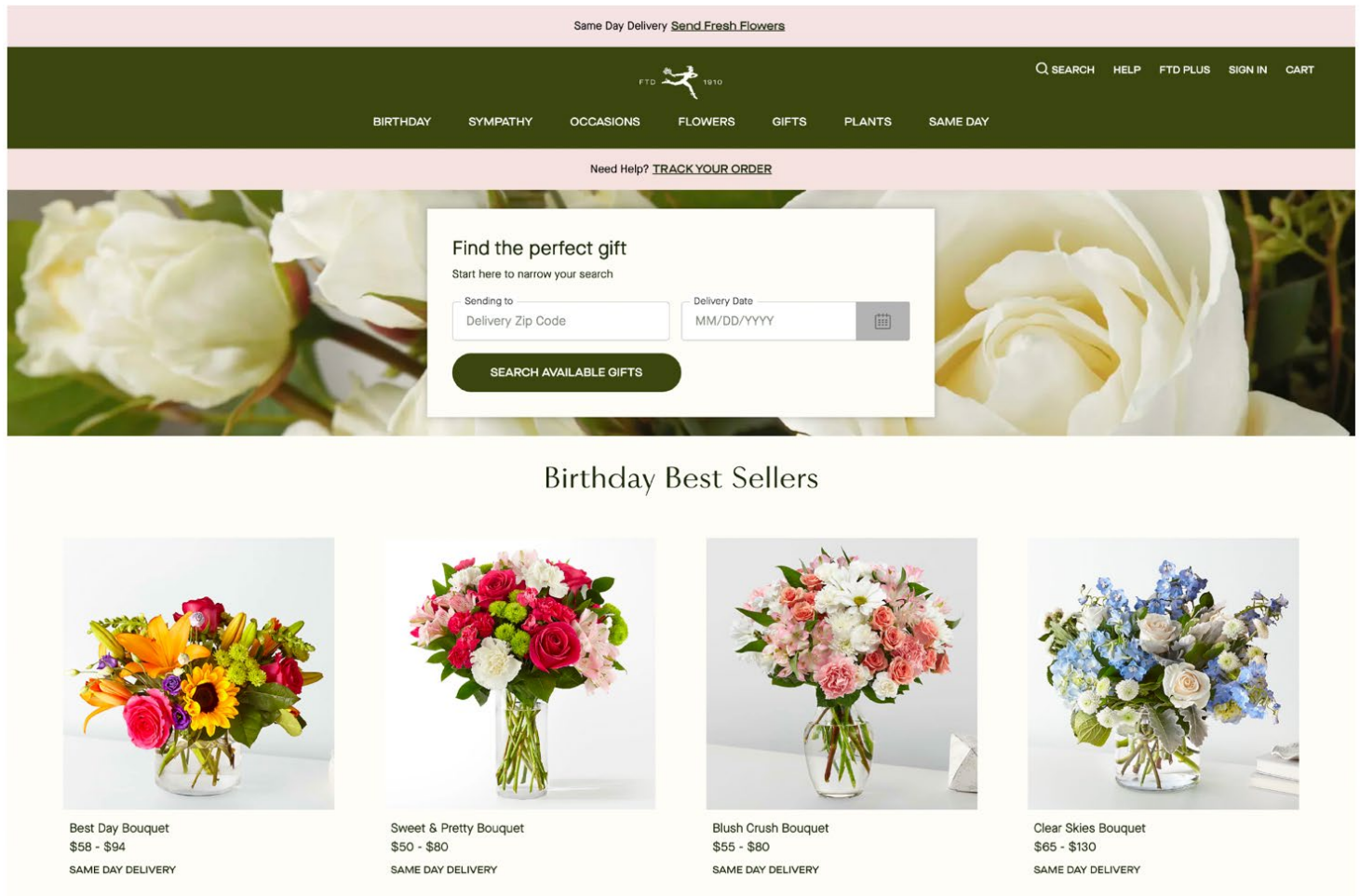


# **Exhibit A**

**Figure 1A: Browsing Stage (FTD Homepage)**



**Figure 1B: The Browsing Stage (FTD “Birthday Flowers” Landing Page)**

[Home](#) / [Occasions](#) / [Birthday](#) / Birthday Flowers

## Birthday Flowers

Your loved one's birthday is just around the corner and you need a gift that will sweep them off their feet. Who doesn't love receiving surprise birthday flowers? Happy birthday flowers can be the perfect way to show the loves of your life how much you care about their special day. Absolutely dazzle him or her with affection when [birthday roses](#) are delivered right to their home or office.


Sort: Relevance ▾

Occasion ▾


Color ▾

Flower Type ▾


Price Range ▾




**Birthday Brights Bouquet**  
\$55 - \$95  
SAME DAY DELIVERY




**One and Only Bouquet & Happy Birthday Topper**  
\$50 - \$90  
SAME DAY DELIVERY




**Birthday Surprise Bouquet**  
\$55 - \$80  
SAME DAY DELIVERY



**Soiree Bouquet**  
\$55 - \$85  
SAME DAY DELIVERY



**You're Precious Bouquet**  
\$55 - \$116  
SAME DAY DELIVERY



**Parisian Stroll Bouquet**  
\$65 - \$95  
SAME DAY DELIVERY

**Figure 2: The Product Evaluation Stage (FTD's "You're So Precious" Landing Page)**

FTD 1910

SEARCH

HELP

FTD PLUS

SIGN IN

CART

VALENTINE'S DAY

BIRTHDAY

SYMPATHY


OCCASIONS





FLOWERS

GIFTS

PLANTS

SAME DAY



**YOU'RE PRECIOUS BOUQUET**

Blushing shades of pink blooms are nestled in lush greens to charm anyone's day. This bouquet is abundant with a classic assortment of pretty florals – roses, alstroemeria and carnations to name a few.

**DETAILS**

- The Deluxe Bouquet is approximately 13"H x 14"W.
- Designed by florists, ready to display.
- For long-lasting blooms, replace the water daily. We suggest trimming the stems every couple days.

**BLOOM DETAILS**

- Carnation
- Rose

**SAME DAY DELIVERY**

You're Precious Bouquet

**\$70**

Size: Deluxe


Standard \$55	Deluxe \$70
Deluxe with Chocolate \$95	Premium \$95
Exquisite \$115	Deluxe with Chocolate and Candle \$116

**DELIVERY INFORMATION**

Where would you like to send this item?

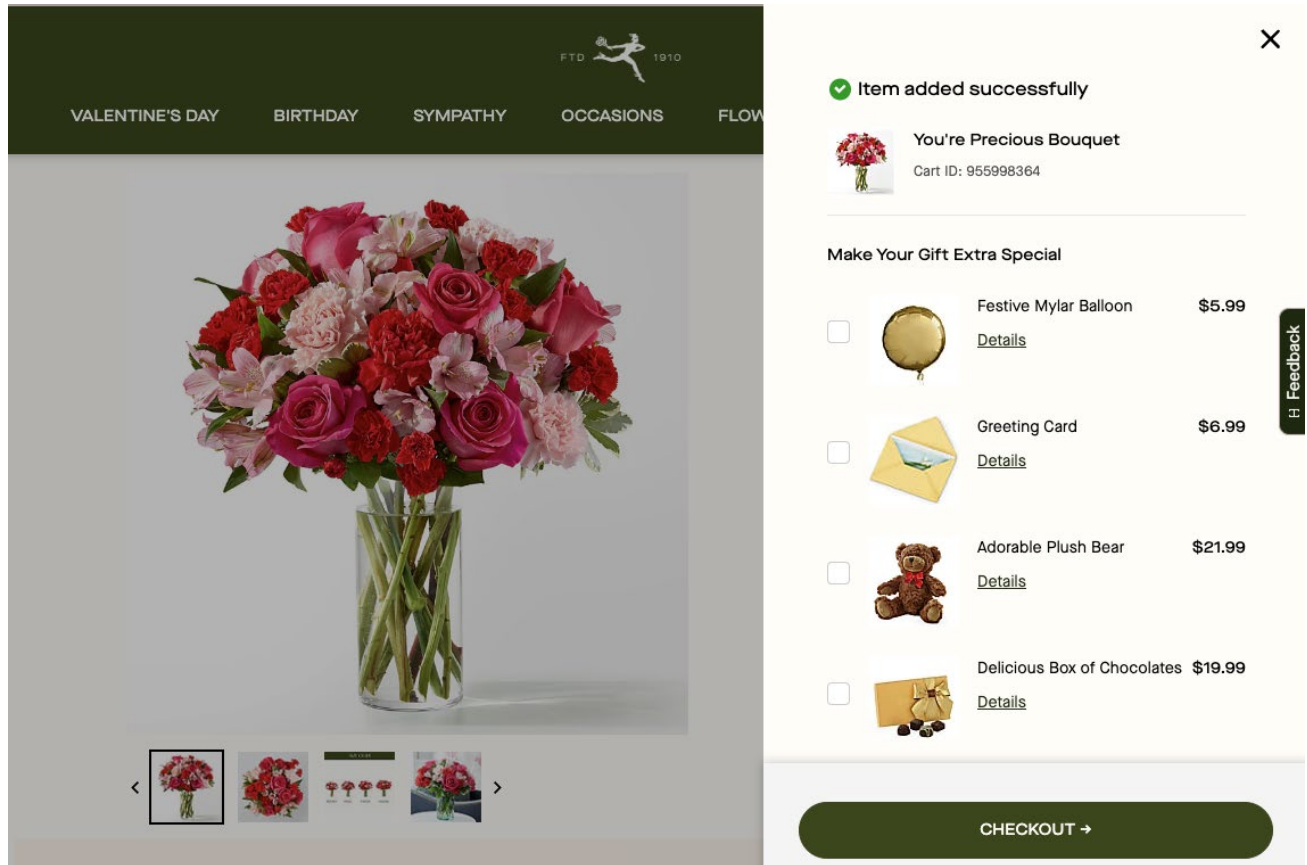
Sending To

Select a delivery date

Delivery Date (MM/DD/YYYY)  

**ADD TO CART →**

**Figure 3: The Purchase Initiation Stage (FTD's Prompt to Add Optional Items)**



**Figure 4: The Delivery Information Stage**

●

○

○

Delivery Info
Payment Info
Order Placed

## CONTACT INFORMATION

[Sign in](#) to access your account or [sign up](#).

Your Email Address\*  
claux@clarksonlawfirm.com

## DELIVERY INFORMATION

Location Type  
Residence

Recipient's First Name\*  
Jane

Recipient's Last Name\*  
Flowers

Delivery Address\*  
22525 Pacific Coast Hwy

Apartment, Floor, Suite (optional)

City\*  
Malibu

State  
California

Zip Code\*  
90265

Country\*  
United States

Delivery Phone Number\*  
(213) 788-4050

Delivery phone number helps our florist partners and delivery drivers successfully deliver your gift.

## MESSAGE & SIGNATURE

Occasion  
Birthday

Gift Message & Signature (optional)  
HBD, Jane!

220 characters remaining

☐ Send me an annual reminder email.

CONTINUE TO PAYMENT →

Enter Promo Code or Gift Card

APPLY

Limit one promo code per order.

## ORDER SUMMARY

Order Subtotal	\$55.00
Tax	Calculated at next step
<b>Estimated Subtotal</b>	<b>\$55.00</b>

Gift card amount will be reflected in the next step of checkout.

## CART

[Edit](#)

	<p><b>You're Precious Bouquet - Standard</b></p> <p>Item #YPBS</p> <p>Florist Crafted &amp; Delivered</p>	<p><b>\$55.00</b></p> <p><a href="#">Remove</a></p>
--	-----------------------------------------------------------------------------------------------------------	-----------------------------------------------------

Cart ID: 296781080

## DELIVERY

**Delivery To:**  
90265

**Deliver On:**  
Thu, Feb 6

**Figure 5A: The Payment Information Stage (Maximized Browser View)**

FTD

1910

✓

Delivery Info

●

Payment Info

○

Order Placed

[Sign in](#) to access your account or [sign up](#).





## PAYMENT INFORMATION


☒ Credit Card
 

Credit Card Number

Expiration (MM/YY)

CVV

We accept:
 




☐ PayPal
 

## BILLING INFORMATION

☐ Same as shipping address
 ☒ Use a different billing address

First Name\*

John

Last Name\*

Flowers

Billing Address\*

22525 Pacific Coast Hwy

Apartment, Floor, Suite (optional)

City\*

Malibu

State\*

California

Zip Code\*

90265

Country\*

United States

Phone Number\*

(213) 788-4050

PLACE ORDER

PLACE ORDER

Enter Promo Code or Gift Card


APPLY

Limit one promo code per order.

## ORDER SUMMARY

Order Subtotal	\$55.00
Delivery Fee	\$19.99
Tax	\$7.50
<b>Total</b>	<b>\$82.49</b>

## CART



You're Precious Bouquet - Standard

Item #YPBS

Florist Crafted & Delivered

\$55.00

[Remove](#)

Cart ID: 296761080

## DELIVERY

Delivery To:

22525 Pacific Coast Hwy, Malibu, CA 90265

[Edit](#)

Deliver On:

Thu, Feb 6

[Edit](#)

**Figure 5B: Payment Information Stage (Minimized, Tablet, or Smart Phone Browser View)**

FTD 1910

Delivery InfoPayment InfoOrder Placed

[Sign in](#) to access your account or [sign up](#).

Enter Promo Code or Gift Card

APPLY

Limit one promo code per order.





PAYMENT INFORMATION


☒ Credit Card

Credit Card Number

Expiration (MM/YY)

CVV

We accept:    

☐ PayPal 

BILLING INFORMATION

☐ Same as shipping address

☒ Use a different billing address

First Name\*

John

Last Name\*

Flowers

Billing Address\*

22525 Pacific Coast Hwy

Apartment, Floor, Suite (optional)

City\*

Malibu

State\*

California

Zip Code\*

90265

Country\*

United States

Phone Number\*

(213) 788-4050

PLACE ORDER



PLACE ORDER

## ORDER SUMMARY

Order Subtotal	\$55.00
Delivery Fee	\$19.99
Tax	\$7.50
<b>Total</b>	<b>\$82.49</b>

[In Feedback](#)

## CART

[Edit](#)



**You're Precious Bouquet - Standard**  
Item #YPBS  
Florist Crafted & Delivered

\$55.00

[Remove](#)

Cart ID: 296761080

## DELIVERY

**Delivery To:**

22525 Pacific Coast Hwy, Malibu, CA 90265

[Edit](#)

**Deliver On:**

Thu, Feb 6

[Edit](#)